

VISIT...

LANZAROTE
Caliente.COM

Jay Abraham Marketing Concepts They Won't Teach You at Harvard

Jay Abraham: Marketing Concepts They Won't Teach You at Harvard

Search This Site!

Click here to
read the first
chapter FREE

Join The List!
Get periodic information and updates from Jay
Email:
Name:

Marketing Concepts They Won't Teach You at Harvard Business
School
By
Jay Abraham
How to Multiply Your Business Results While
Reducing Your Time, Risk and Effort.
Introduction: Who Is Jay Abraham? By Howard Ruff

A lot of people asked that question before they read this book.
Some of them will still ask it after they've read the first few pages. "There's nothing new here," they say. "I already know all this stuff - it's common knowledge among us experts. With all due respect, those unfortunate people will probably never comprehend a very simple, fundamental truth. All the notes had already been discovered before Mozart came along. I hope you understand what I'm trying to say. Jay Abraham uses the building blocks everyone knows about to create financial castles like nothing anyone has ever seen before. And even though every single one of his techniques uses leverage to multiply your marketing dollars beyond belief, they're all based on a concept so corny some people snicker when they see it in print. That is: Marketing is what happens when you're being good to your customers. What could be more satisfying than being "good" to someone by fulfilling his/her needs? What could be more "noble" than telling the truth about your product? What could be more rewarding than making money - lots of money at the same time? Please read on so you can decide for yourself.

CHAPTER 1

Marketing Concepts They Won't Teach You At Harvard Business School

Concept Number One: People are silently begging to be led. They are crying out to know more about a business' product or service.

When you educate your customers, you'll see your profits soar. Think about your own experience. When you consider buying any item or service - for yourself, your home, for your family, as a gift, or for your business, you often don't know as much as you would like to. And, if you have unanswered questions about a product, you're less likely to shell out money to buy it. Yet, when a company or salesman takes the time and initiative

Jay Abraham Marketing Concepts They Won't Teach You at Harvard
to objectively educate you about all the products in the field you're making a purchase in, they gain your trust and favor immediately.

Your reaction to being educated is not unusual. Education is a powerful marketing technique. Educate your prospective buyer about everything (including a few of the bad or less positive aspects of your product or service) and you'll sell to almost twice as many people as you do now.

This one concept - educating your customer - will gain you a dramatic advantage over your competitors.

Concept Number Two: Tell people what specific action to take. Few businesses realize that they must lead the customer to action, in addition to developing a compelling marketing plan. People need to be explicitly told how to act to obtain your product or service. Therefore - and this is incredibly important - every sales call, letter, commercial or personal contact should make the case for your product. Give the prospect a brief education, then take him by the hand, figuratively, and tell him what specific action to take next. If you're selling an impulse item, and/or if the offer is for a limited time, tell your prospect to get in touch with you immediately. And don't be abstract. If you deal by phone, tell him to pick up the phone and call a specific number.

Concept Number Three: Marketing is the ultimate financial leverage.

When you run an ad, it costs you "X" dollars. Whether the ad generates 10, 100 or 1,000 sales, the cost of the ad is fixed. So if you have been content generating 10 sales from an ad that costs you \$1,000, and I can show how to generate 100 or 1,000 sales from the same ad space, your leverage improves 1,000 to 10,000 percent.

Now you should be asking yourself, "Can I get an ad to produce 10 to 100 times greater yield for the same dollar?" The answer is a resounding "Yes!" Simply test different headlines, body copy, themes, basic propositions, and offers. Very carefully analyze the results each ad generates (something very few sellers ever do). You'll know immediately which offers produce more sales, profits or customers.

Concept Number Four: Advertising is nothing more than salesmanship.

As obvious as it should be, virtually no one really understands this basic concept. Advertising via radio, television, magazines and direct mail should all be constructed and implemented in the same demanding way a salesman makes a pitch to a prospective customer.

Each ad should make a complete and compelling case for the product. The ad should also advocate your product to the prospective buyer in an educational, informative, and factually supportive way. Your advertising should create visions of a multifaceted product in the minds of your customers.

Many marketers scorn long, "reader-type" ads or long, meaty commercials and opt for short, abstract, "cutesy" advertising. But remember, advertising is salesmanship. Would you tell your salesmen to stop their presentations in mid-stride? Would you tell them to make less than a complete and compelling case for their product or service? Would you tell them not to ask the prospect to make a buying decision - to take action, if you will? Would you instruct them to be flippant, cute or oblivious in the way they communicate with prospects? Of course you wouldn't!

So don't let your advertising fall into the same expensive, non-productive trap.

Jay Abraham Marketing Concepts They Won't Teach You at Harvard

Once you learn the difference between salesmanship and "cutesy" advertising, you'll have an immediate advantage over virtually every one of your competitors.

Concept Number Five: People don't appreciate what you've done for them - or will do for them - unless you educate them to the facts.

One of the saddest marketing mistakes I see is the failure of businesses to educate their customers about the unique advantages offered them. If you've reviewed 100 different manufacturers of the products you sell, let your customers know. It'll impress them that you've screened out products that don't have the quality, endurance, warranty, manufacturing support, service guarantees or dependability you know they want.

Perhaps your guarantee is three times longer or covers five times more problems than your competitor's. Your customer won't know unless you tactfully point it out.

Concept Number Six: Bonuses can make a profound contribution to your overall sales proposition.

By carefully acquiring high-perceived-value, but low-cost bonus products, your firm stands head and shoulders above its competitors in terms of real value provided to the customer.

There are an infinite number of both tangible and intangible bonuses a business can "package" into a sales proposition.

Concept Number Seven: Turn the tables on the risk factor when making a sales proposition.

The customer always sees the risk being predominantly borne by him - not the salesman.

If you are the first company in your field to remove that obstacle and assume the risk for the customer, you gain an incredible advantage.

Most businesses de-emphasize the guarantee. If you emphasize the guarantee and give customers something valuable as a bonus, you've probably got a sale.

Abraham Publishing • 27520 Hawthorne Blvd. Suite 263
Rolling Hills Estates, CA 90274 • 310-265-1840
Website: www.abraham.com